# It's Natural to be Circular!









**Increase your Handprint! Decrease your Footprint!** 

Smarter use and manufacturing

Extending lifespan of product and its parts

Recovery and reuse of materials

#### **REFUSE & REDUCE**

Refuse things that you do not need and things that cannot be recycled! Reduce consumption of resources like water!

#### **REUSE**

Reuse by repairing, refurbishing and re-purposing things!
Think of sharing, borrowing or renting!

# RECYCLE & RECOVER

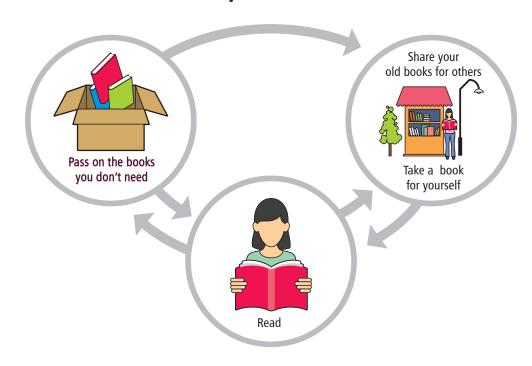
Recycle material such as metal, paper, plastic etc.
Recover energy from used material!

Adapted from Potting, J.; Hekkert, M.; Worrell, E.; Hanemaaijer, A. Circular Economy: Measuring Innovation in the Policy Report; PBL Netherlands Environmental Assessment Agency: The Hague, The

#### **Linear Economy**

**NCREASING CIRCULARITY** 

## Extend the life of products Share, Pass it on!

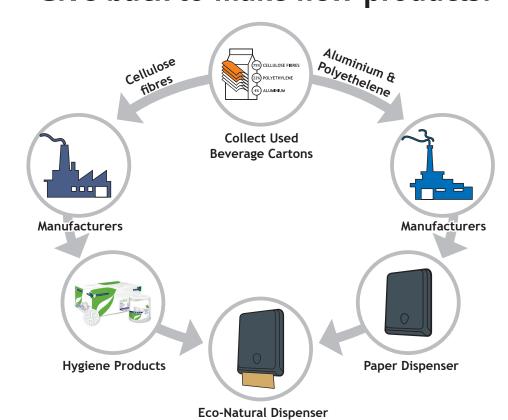


Design and development



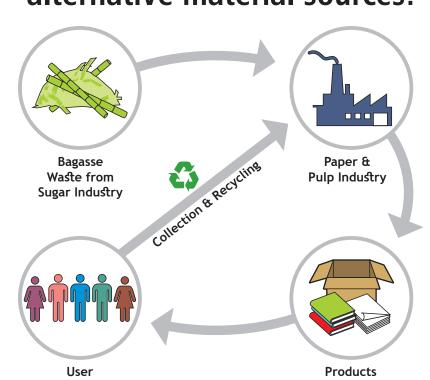


#### Give back to make new products!



PRATT & WHITNEY

### Use By-Products as alternative material sources!



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